



WEWS

ORDER

Flight Dates **09/28/12-09/30/12**

Contract / Revision **309833 /** **AFSCME on behalf of OH-16**

Original Date / Revision Agency Com 15%

08/31/12 08/31/12

Advertiser **AFSCME**

Agency **Adelstein Liston**

Buying Contact

**222 W Ontario Street - Suite #503
Chicago, IL 60610**

Product

Billing Contact

**222 W Ontario Street - Suite #503
Chicago, IL 60610**

Sales Office EWSDC

Sales Region NAT

Agency Ref 2

Order Sep 00:30:00

Estimate # **3202**

Alt Order #

Billing Type Cash

Order Type GENERAL

Billing Cycle EOM/EOC

Billing Calendar BROADCAST

Demographic A35+

Rev Codes POL POL ISS

Product Codes PL

Priority P-1

Advertiser Ref

Primary Account Executive

Daniel Baylog

| Account Executive | Order% | Start Date | End Date |
|-------------------|--------|------------|----------|
|-------------------|--------|------------|----------|

| | | | |
|---------------|------|--|--|
| Daniel Baylog | 100% | | |
|---------------|------|--|--|

Order Share 100% Market Value 39975

| Competing Station | % of Order | Amount |
|-------------------|------------|--------|
| CABLE | % | 0 |
| UNKWN | % | 0 |
| WBNX | % | 0 |
| WDLI | % | 0 |
| WEAO | % | 0 |
| WGGN | % | 0 |
| WJW | % | 0 |
| WKYC | % | 0 |
| WMFD | % | 0 |
| WOAC | % | 0 |
| WOIO | % | 0 |
| WQHS | % | 0 |
| WUAB | % | 0 |
| WVIZ | % | 0 |
| WVPX | % | 0 |

Order Totals

Billing Plan

| Month | # of Spots | Net Amount | Gross Amount | Rating | Start Date | End Date | # Spots | Net Amount | Gross Amount |
|----------------|------------|--------------------|--------------------|-------------|------------|----------|---------|-------------|--------------|
| September 2012 | 26 | \$33,978.75 | \$39,975.00 | 0.00 | 08/27/12 | 09/30/12 | 26 | \$33,978.75 | \$39,975.00 |
| Totals | 26 | \$33,978.75 | \$39,975.00 | 0.00 | | | | | |

| Ln | Ch | Start | End | Inventory Code | Break | Start/End Time | Days | Len | Spots | Rate | Pri | Rtg | Type | Totals | |
|-------|------|-------------------|-----------------|------------------------------|-------|----------------|---------|-----|-------------------|-------------|-----|---------------|------|--------|----------|
| | | | | | | | | | | | | | | Spots | Amount |
| N 1 | WEWS | 09/28/12 | 09/30/12 | M-F GMC 6-7a M-F GMC 6-7a | CM | 6-7a | ----F-- | :30 | 1 | \$900.00 | P-1 | 0.00 | NM | 1 | \$900.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: | | 09/24/12 | 09/30/12 | ----F-- | | | | | 1 | \$900.00 | | 0.00 | | | |
| N 2 | WEWS | 09/28/12 | 09/30/12 | M-F GMA 7-9a M-F GMA 7-9a | CM | 7-9a | ----F-- | :30 | 1 | \$900.00 | P-1 | 0.00 | NM | 1 | \$900.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |



WEWS

Print Date: 08/31/12

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Contract / Revision **309833** Flight Dates **09/28/12-09/30/12**

Hiatus Dates

Original Date / Revision 08/31/12/ 08/31/12

Order Sep 00:30:00

Advertiser **AFSCME**

Product **AFSCME on behalf of OH-16**

Estimate # **3202**

| Ln | Ch | Start | End | Inventory Code | Break | Start/End Time | Days | Len | Spots | Rate | Pri | Rtg | Type | Totals | |
|------|------|-------------------|-----------------|--|-------|----------------|---------|-----|-------------------|-------------|-----|---------------|------|--------|------------|
| | | | | | | | | | | | | | | Spots | Amount |
| N 2 | WEWS | 09/28/12 | 09/30/12 | M-F GMA 7-9a M-F GMA 7-9a | CM | 7-9a | ----F-- | :30 | 1 | \$900.00 | P-1 | 0.00 | NM | 1 | \$900.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| | | Week: 09/24/12 | 09/30/12 | ----F-- | | | | | 1 | \$900.00 | | 0.00 | | | |
| N 3 | WEWS | 09/28/12 | 09/30/12 | SA GMA 8-9a SA GMA 8-9a | CM | 8-9a | -----S- | :30 | 1 | \$775.00 | P-1 | 0.00 | NM | 1 | \$775.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| | | Week: 09/24/12 | 09/30/12 | -----S- | | | | | 1 | \$775.00 | | 0.00 | | | |
| N 4 | WEWS | 09/28/12 | 09/30/12 | SU GMA 8-9A SU GMA 8-9A | CM | 8-9a | -----S | :30 | 1 | \$775.00 | P-1 | 0.00 | NM | 1 | \$775.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| | | Week: 09/24/12 | 09/30/12 | -----S | | | | | 1 | \$775.00 | | 0.00 | | | |
| N 5 | WEWS | 09/28/12 | 09/30/12 | M-F 3-4P Katie M-F 3-4p Katie | CM | 3-4p | ----F-- | :30 | 2 | \$1,200.00 | P-1 | 0.00 | NM | 2 | \$2,400.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| | | Week: 09/24/12 | 09/30/12 | ----F-- | | | | | 2 | \$1,200.00 | | 0.00 | | | |
| N 6 | WEWS | 09/28/12 | 09/30/12 | M-F 4-5p Dr. OZ M-F 4-5p Dr. Oz | CM | 4-5p | ----F-- | :30 | 1 | \$1,100.00 | P-1 | 0.00 | NM | 1 | \$1,100.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| | | Week: 09/24/12 | 09/30/12 | ----F-- | | | | | 1 | \$1,100.00 | | 0.00 | | | |
| N 7 | WEWS | 09/28/12 | 09/30/12 | M-F 5-6p News M-F 5-6p News | CM | 5-6p | ----F-- | :30 | 1 | \$1,600.00 | P-1 | 0.00 | NM | 1 | \$1,600.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| | | Week: 09/24/12 | 09/30/12 | ----F-- | | | | | 1 | \$1,600.00 | | 0.00 | | | |
| N 8 | WEWS | 09/28/12 | 09/30/12 | M-F 6-630p News M-F 6-630p News | CM | 6-630p | ----F-- | :30 | 1 | \$2,000.00 | P-1 | 0.00 | NM | 1 | \$2,000.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| | | Week: 09/24/12 | 09/30/12 | ----F-- | | | | | 1 | \$2,000.00 | | 0.00 | | | |
| N 9 | WEWS | 09/28/12 | 09/30/12 | SU 6-630p News SU 6-630p News | CM | 6-630p | -----S | :30 | 1 | \$1,400.00 | P-1 | 0.00 | NM | 1 | \$1,400.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| | | Week: 09/24/12 | 09/30/12 | -----S | | | | | 1 | \$1,400.00 | | 0.00 | | | |
| N 10 | WEWS | 09/28/12 | 09/30/12 | Sunday Prime C Sunday Prime C | CM | 9-10p | -----S | :30 | 1 | \$7,000.00 | P-1 | 0.00 | NM | 1 | \$7,000.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| | | Week: 09/24/12 | 09/30/12 | -----S | | | | | 1 | \$7,000.00 | | 0.00 | | | |
| N 11 | WEWS | 09/28/12 | 09/30/12 | M-SU 11-1135P Late News M-SU 11-1135P Late Nev | CM | 11-1135p | ----F-S | :30 | 2 | \$2,700.00 | P-2 | 0.00 | NM | 2 | \$5,400.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| | | Week: 09/24/12 | 09/30/12 | ----F-S | | | | | 2 | \$2,700.00 | | 0.00 | | | |
| N 12 | WEWS | 09/28/12 | 09/30/12 | M-F 1135p-1202a Nightlir M-F 1135p-1202a Nightlir | CM | 1135p-1207x | ----F-- | :30 | 1 | \$1,400.00 | P-1 | 0.00 | NM | 1 | \$1,400.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| | | Week: 09/24/12 | 09/30/12 | ----F-- | | | | | 1 | \$1,400.00 | | 0.00 | | | |
| N 13 | WEWS | 09/28/12 | 09/30/12 | M-F 1202a-107a Jimmy K M-F 1202a-107a Jimmy K | CM | 1202-107x | ----F-- | :30 | 1 | \$750.00 | P-1 | 0.00 | NM | 1 | \$750.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| | | Week: 09/24/12 | 09/30/12 | ----F-- | | | | | 1 | \$750.00 | | 0.00 | | | |
| N 14 | WEWS | 09/28/12 | 09/30/12 | SU 1125p-12a Sports Ext SU 1135p-12a Sports Ext | CM | 1135p-12x | -----S | :30 | 1 | \$700.00 | P-1 | 0.00 | NM | 1 | \$700.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| | | Week: 09/24/12 | 09/30/12 | -----S | | | | | 1 | \$700.00 | | 0.00 | | | |



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Print Date: 08/31/12

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Contract / Revision **309833** Flight Dates **09/28/12-09/30/12**

Hiatus Dates

Original Date / Revision 08/31/12/ 08/31/12

Order Sep 00:30:00

Advertiser **AFSCME**

Product **AFSCME on behalf of OH-16**

Estimate # **3202**

| | | | | | | | | | | | | | | Totals | |
|--------|------|-------------------|-----------------|--|-------|----------------|---------|-----|-------------------|-------------|-----|---------------|------|-------------|------------|
| Ln | Ch | Start | End | Inventory Code | Break | Start/End Time | Days | Len | Spots | Rate | Pri | Rtg | Type | Spots | Amount |
| N 14 | WEWS | 09/28/12 | 09/30/12 | SU 1125p-12a Sports Ext SU 1135p-12a Sports Ext | CM | 1135p-12x | -----S | :30 | 1 | \$700.00 | P-1 | 0.00 | NM | 1 | \$700.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: | | 09/24/12 | 09/30/12 | -----S | | | | | 1 | \$700.00 | | 0.00 | | | |
| N 15 | WEWS | 09/28/12 | 09/30/12 | Criminal Minds Sa Criminal Minds | CM | 1135p-105x | -----S | :30 | 1 | \$525.00 | P-1 | 0.00 | NM | 1 | \$525.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: | | 09/24/12 | 09/30/12 | -----S | | | | | 1 | \$525.00 | | 0.00 | | | |
| N 16 | WEWS | 09/28/12 | 09/30/12 | M-F 9-10a M-F 9-10a | CM | 9-10a | ----F-- | :30 | 2 | \$775.00 | P-1 | 0.00 | NM | 2 | \$1,550.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: | | 09/24/12 | 09/30/12 | ----F-- | | | | | 2 | \$775.00 | | 0.00 | | | |
| N 17 | WEWS | 09/28/12 | 09/30/12 | M-F 10-11a M-F 10-11a | CM | 10-11a | ----F-- | :30 | 1 | \$775.00 | P-1 | 0.00 | NM | 1 | \$775.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: | | 09/24/12 | 09/30/12 | ----F-- | | | | | 1 | \$775.00 | | 0.00 | | | |
| N 18 | WEWS | 09/28/12 | 09/30/12 | M-F 11-12p M-F 11-12p | CM | 11a-12p | ----F-- | :30 | 1 | \$1,400.00 | P-1 | 0.00 | NM | 1 | \$1,400.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: | | 09/24/12 | 09/30/12 | ----F-- | | | | | 1 | \$1,400.00 | | 0.00 | | | |
| N 19 | WEWS | 09/28/12 | 09/30/12 | M-F 12pm News 12-1230p News | CM | 12-1p | ----F-- | :30 | 1 | \$1,000.00 | P-1 | 0.00 | NM | 1 | \$1,000.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: | | 09/24/12 | 09/30/12 | ----F-- | | | | | 1 | \$1,000.00 | | 0.00 | | | |
| N 20 | WEWS | 09/28/12 | 09/30/12 | M-F 2-3p 2-3pm General Hospital | CM | 2-3p | ----F-- | :30 | 1 | \$1,400.00 | P-1 | 0.00 | NM | 1 | \$1,400.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: | | 09/24/12 | 09/30/12 | ----F-- | | | | | 1 | \$1,400.00 | | 0.00 | | | |
| N 21 | WEWS | 09/28/12 | 09/30/12 | M-F GMC 5-6a M-F GMC 5-6a | CM | 5-6a | ----F-- | :30 | 1 | \$700.00 | P-1 | 0.00 | NM | 1 | \$700.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: | | 09/24/12 | 09/30/12 | ----F-- | | | | | 1 | \$700.00 | | 0.00 | | | |
| N 22 | WEWS | 09/28/12 | 09/30/12 | Criminal Minds Sa Criminal Minds | CM | 1135p-105x | -----S- | :30 | 1 | \$525.00 | P-1 | 0.00 | NM | 1 | \$525.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: | | 09/24/12 | 09/30/12 | -----S- | | | | | 1 | \$525.00 | | 0.00 | | | |
| N 23 | WEWS | 09/28/12 | 09/30/12 | OSU Pre/Post Game OSU Pre/Post Game | CM | 12p-12x | -----S- | :30 | 1 | \$5,000.00 | P-1 | 0.00 | NM | 1 | \$5,000.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: | | 09/24/12 | 09/30/12 | -----S- | | | | | 1 | \$5,000.00 | | 0.00 | | | |
| Totals | | | | | | | | | | | | | 26 | \$39,975.00 | |